

Brand Book 2023



MARLBOROUGH
KING SALMON

The background image is a wide-angle landscape photograph of a fjord. In the foreground, the calm water of the fjord reflects the warm, orange and yellow light of a setting or rising sun. The water's surface is slightly rippled. In the middle ground, a long, low-profile structure, likely a salmon farm or processing facility, extends from the left side into the water. It has a dark roof and some white sections. To the right of this structure, a small boat is visible. The background is dominated by steep, forested mountains that rise sharply from the water's edge. The sky is a clear, pale yellow, indicating the time is either dawn or dusk. The overall mood is serene and majestic.

Regal Marlborough King Salmon

King salmon is considered the most desirable and unique species of salmon in the world, sought after by experts for its superb culinary attributes – vibrant colour, melt in the mouth texture and rich flavour. We raise our King salmon in the majestic waters of New Zealand's Marlborough Sounds. The unparalleled combination of King salmon, the marine environment, and the craftsmanship of our master smokers delivers an outstanding and luxurious taste experience.

King salmon makes up about 0.7% of the world's salmon population. As the world's largest producer of King salmon, we produce just over 50% of the world's supply. So when you choose Regal New Zealand King Salmon, you can be sure you're enjoying the finest salmon in the world. We challenge you to taste the difference.



Regal Cold Smoked King Salmon

Our Regal Cold Smoked Salmon is cured in a dry salt and sugar mix, smoked at a low temperature and then sliced. With its vibrant colour and sea-salt aroma, each delicate sliver has a velvety texture which delights the palate and melts in your mouth to leave a lingering, sweet smokiness. The unique qualities of Regal Cold Smoked Salmon add elegance to any dish. It is ideal for delicate finger foods and canapés where taste, texture and visual impact are important. However it also tastes delicious on a simple bagel or cracker.



Our Regal Cold Smoked line is Kosher.



Regal Hot Smoked King Salmon

Our Regal Hot Smoked King Salmon range is slowly roasted over aromatic woods, either au natural or with a subtle flavouring. Our Regal Hot Smoked King Salmon has a fragrant fusion of smoky aromas and sea salt, with a luxuriously buttery taste. It is a delight to eat hot or cold, on its own or in pasta or salad dishes or on a platter.

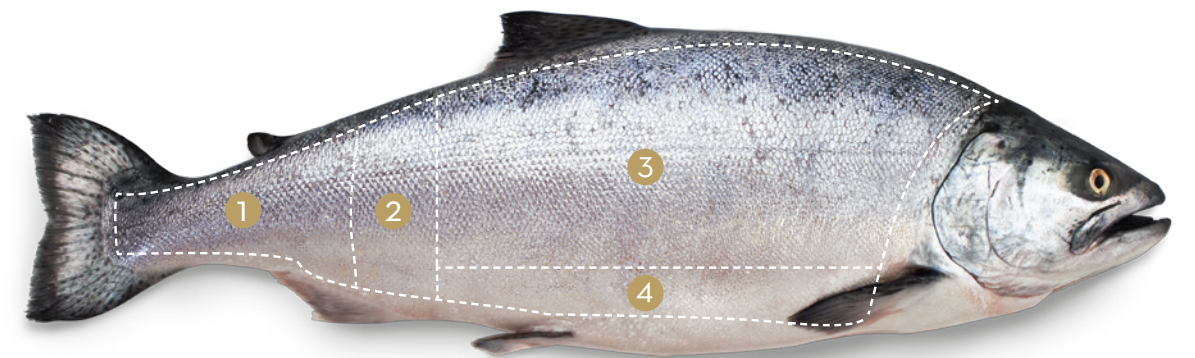


Fresh Regal King Salmon

Regal King Salmon is harvested all year round from the clean and cold waters of New Zealand's Marlborough Sounds and dispatched fresh by overnight airfreight to markets around the world within 24 hours of leaving the sea.

Regal King Salmon is referred to internationally by top chefs as offering a superior eating experience. Its generous marbling, attractive orange/red colour, delicate texture and rich flavour make it very appealing when served either raw, cooked or smoked. The layers of salmon have a buttery texture and melt in the mouth.

Regal King Salmon is a good-sized fish with firm flesh and can be served in a wide variety of cuts from fine fillets to steaks, portions or whole fish.



1 Tail Fillet and Shank
Best for sushi-maki, tartare, grilling and pan-frying. A leaner and boneless cut for a lighter dish.



3 Premium Tsar Cut Loins
The ultimate presentation for culinary excellence.



Whole Fillet
Best for roasting, poaching, steaming and smoking (hot or cold).



2 Portion
A versatile cut across a boneless fillet. Great for crispy skin when pan-fried or grilled, and also ideal for roasting, poaching and steaming. The shoulder portion is particularly good for sashimi, smoking and curing.



4 Belly Fillet/Harasu
A Japanese delicacy. Best for sashimi, tartare, grilling, roasting, curing and smoking.



Health & Nutrition

Long chain omega-3 fats

As well as being a superb and nourishing food rich in protein, vitamins and minerals, Regal Marlborough King Salmon is a good source of healthy long chain omega-3 fatty acids. Omega-3 fatty acids are considered an essential fatty acid, necessary for human health, which the body cannot produce itself.

Omega-3 fatty acids can be broken down into three types:

1. Eicosapentaenoic acid (EPA) -
from marine sources (e.g. salmon, tuna, mackerel)
2. Docosahexanoic acid (DHA) -
from marine sources (e.g. salmon, tuna, mackerel)
3. Alpha-linolenic acid (ALA) -
from plant sources (e.g. chia seeds, flaxseed oil)

There is far more evidence supporting the health benefits of marine-based EPA and DHA over ALA, both of which salmon contain high levels of. Some of these health benefits include:

- Reduction in cardiovascular disease
- Lowered cholesterol levels
- Lowered blood pressure (particularly among those with elevated blood pressure)
- An improvement in rheumatoid arthritis
- Reduction in inflammation, so can help skin stay moisturised and appear more youthful.



Regal Marlborough King Salmon Dips

Our Regal Marlborough King Salmon Dips were crafted with esteemed Chef Al Brown to ensure they included the perfect combination of ingredients for the most delicious salmon dip creation. Our dips are made with 48% of the world's finest Regal Marlborough King Salmon, cream cheese, horseradish and lemon juice. This gives the dips a delicious natural taste with just the right amount of subtle flavours. We have also introduced two seasonal flavours; Capsicum & Smoked Paprika and Gherkin, Capers & Dill. These Dips are perfect for entertaining guest, on a platter or with bread and your favourite garnish.



Our Commitment to Sustainability

Not only the best in terms of taste and nutritional quality, our King salmon are raised in one of the most sustainable ways possible. Regal New Zealand King Salmon has achieved the world-leading Best Aquaculture Practices (BAP) 4 stars certification from The Global Aquaculture Alliance for our Hatchery, Farms, Factory and Feed.

In addition, the New Zealand King salmon industry received the world renowned Monterey Bay Aquarium Seafood Watch 'Green/Best Choice' rating, the first marine-farmed salmon to achieve this rating.* We have also set a goal of 100% reusable, recyclable or compostable packaging across our business by 2025.



*The Monterey Bay Aquarium Seafood Watch® program helps consumers and businesses choose seafood that's fished or farmed in ways that support a healthy ocean, now and for future generations. Their recommendations indicate which seafood items are Best Choices or Good Alternatives, and which ones you should avoid. seafoodwatch.org



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CONTACT US FOR MORE INFORMATION

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